

# Portsmouth Local Offer Annual Report

2019- 2020

[www.portsmouth.gov.uk](http://www.portsmouth.gov.uk)



**Portsmouth  
SEND Local Offer**

## Introduction

The Children and Families Act 2014 requires that the Local Authority publishes an Annual Report on the local offer of services and support for children and young people aged 0 to 25 with Special Educational Needs and Disability (SEND). In this report we hope to update you as to what has been achieved over the past year 2019 - 2020, what feedback we have received and future plans.

The Special Educational Needs Code of Practice 2014 states that the purpose of the Local Offer is:

- to provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it
- to make provision more responsive to local needs and aspirations by directly involving disabled children and those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review

More information on what the Local Offer should include is in the [SEN \(Local Offer\) regulations 2014](#) and the [SEND Code of Practice 2015 - chapter 4](#).

To ensure we are meeting the requirements of the Children and Families Act 2014 we must also ensure that we continue to:

- Consult with all partners on the information to be held
- Involve children, their parents and young people in the preparation and review of Local Offer
- Publish comments on the Local Offer
- Ensure that the information is accessible to everyone

## Co-production



When all group members together agree outcomes, co-produce recommendations, plans and actions. It is an approach which builds upon meaningful participation and assumes effective consultation and information sharing through a dynamic group process where there is equal value for participant's contribution including service users; parents, carers and young people.

Portsmouth City Council remain committed to working in co-production with parents, carers and children/ young people with Special Education Needs and Disabilities. The Portsmouth Local Offer website was originally co-produced with parents, carers and young people and is regularly monitored through a 'mystery shopper' approach and through the use of case studies produced by the parent/carer co-production group, 'Shaping Better Futures Together', reporting any issues back to the Local Authority. Parents and carers of children and young people with SEND remain an integral part of the ongoing development of the website. Both the parent/carer and the young people's co-production group, 'Dynamite' continue to meet monthly and their views and opinions are genuinely valued and regularly sought on a range of issues including the overall strategic development of services and information about them. Both the parent/carer and young people's co- production groups report quarterly to the SEND Board.





## **Portsmouth Parent Voice : Shaping Better Futures Together – Coproduction and Local Offer Steering Group**

### **Co-production and the Local Offer Annual report 2019-2020**

Part of Portsmouth Parent Voice's co-production strand is our group Shaping Better Futures Together (SBFT). This group continues to provide a structured platform to work on many projects.

Alongside this, PPV have also set up co-production task and finish and mini working groups to meet the growing demand for co-production within Portsmouth.

SBFT is a group that has representation from parent carers, to professionals from health, education, social care, the voluntary sector and local support groups. The group meets regularly and are constantly evolving to meet current demands; PPV look at the representation to ensure that there is a diverse mix of parent carers from across the city.

Co-production is an integral way of working within Portsmouth with PPV providing an accessible route for this to take place.

The Covid-19 pandemic has increased co production work within the city and PPV/SBFT has been at the centre of this work.

PPV have been involved in a wide range of projects over the past year, these projects include;

- Supporting Health in recruiting volunteers within the therapy service which involved looking at the publicising of available roles, the required paperwork, the gathering of sensitive data and sitting on the interview panel for new employees.
- Working on the Child and Adolescent Mental Health Service (CAMHS) parent carer guide, which helps to explain what parent carers can expect when they visit the CAMHS building and how to encourage parent carers to provide feedback on concerns, complaints and how to share their positive experiences of this service and the therapy service.
- The Home to School Transport Policy was worked on to ensure the process is clear and transparent. We also looked at how the budget could be used more creatively to support children and young people.
- Working alongside PCC on the participation strategy to ensure it is easy to read and reflects families' expectations within the city. Our next step is to continue to develop the participation strategy so that it links with the participation strategy that social care has developed.
- Helping to update the short breaks statement however this had to be revised again during lockdown as the offer to parent/carers changed to meet the new demands on the service and restrictions on families due to COVID-19.

A number of projects were completed virtually throughout lockdown. PPV adapted well to the changes due to Covid -19 and co-production has thrived. We were able to utilise technology to ensure more participants were able to be involved and increased meetings to meet demands.

We worked on PPE for therapies, the group helped explain the use of PPE for families, while understanding that PPE was dependent on both the situation and the service the child or young person was accessing. The group looked at existing videos, social stories and books and worked with services to develop templates and new videos that could be adapted for multiple services to use.

PPV/SBFT were able to work alongside schools to ensure the information on the local offer was appropriate and up to date for the current situation and that there was a clear consistent message provided by schools to support parent/carers whether their child was accessing school or shielding.

We supported the LA with the Education Health Care Plan (EHCP) risk assessments. We worked hard to ensure the risk assessment was parent/carer friendly and identified the changes to support which parent/carers could access during lockdown. We ensured the risk assessment did not disadvantage any families so they could access the correct support as lockdown restrictions continued.

PPV worked with Public health sharing and co-producing important messages for families. We worked alongside public health to ensure that there was a clear message to still seek medical help for children and young people during lockdown. We were sensitive to the fact many parent/carers were scared to access a hospital as they may be at risk. Due to misinformation and communication break downs there were mixed messages regarding whether young people with a disability could have an adult to stay with them. We worked together to develop a clear easy to follow guide and designed an A4 profile so that if a parent/carer was hospitalised there already was a document with all the details of how the family would need to be supported at home. In addition, we were able to produce a document for when a child or young person was hospitalised and did not have an adult who could stay with them. This sheet included key information such as how to support communication, likes and dis-likes and even how to help support an emotional meltdown.

SBFT worked on how the neuro developmental brain works, the group worked with a consultant paediatrician, a small group of health visitors and clinical nurses to deliver a set of talks with questions and answers to explain how a brain works in a child who may have a neuro developmental difficulty and how a parent carer can provide support.

PPV are also currently working on a research project in regards to Neuro Diversity and have been working with multiple services to create a proactive way to support children and young people waiting for an ND assessment or with a neuro developmental disorder requiring support.

SBFT became quite busy and set up a group to look at paperwork from services.

The Graded play leaflet which are used by parents of young children to give examples of how they can support their child's development through play.

The anti-bullying leaflet – has been worked on by PPV parent reps in their own time and taken back to SBFT. They worked to develop the anti-bullying leaflet to ensure that it was clear and easy to read and that the leaflet signposted parent carers as well as children and young people to the correct support.

During lockdown, a play scheme was offered to families who were unable to access a school placement and were needing a form of respite. PPV/SBFT worked with the provider to look at how the scheme would run and how they would gather feedback before and after using the respite.

PPV/SBFT worked with the SEN team on the Stronger futures tool kit, this is the information given to parent carers regarding the social care assessment, particularly for those being assessed for an Education Health and Care plans to provide families with the reassurance that they are receiving the correct support.

During our SBFT meeting we work on case studies to help improve the Portsmouth SEND local Offer. The Co-production and participation page for the local offer was amended following feedback to ensure the

information was clear and easy to access. As documents and information was updated the page was amended to ensure all information was contained in one central location.

Parent cares have provided case studies of their experiences of SEND services on the local offer and the return to school which will be used to help promote the Local Offer.

PPV have shared many parent appreciation awards with professional over the year. PPV and families across the city recognise individuals who have made a significant impact on a family who have a child/young person with SEND. Over 200 have been awarded so far.

During the pandemic we have seen co production thrive and seen an increase of representation of parent's carers from across the city take up the opportunity to work this way. We have seen them grow in confidence and develop personal skills and knowing that they have played an active role in the improvements and changes to services has increased their confidence in the services that families are using in Portsmouth.

**Report by: Portsmouth Parent Voice and Shaping Better Futures Together Co-production Group**





## Dynamite – Coproduction and The Local Offer Annual report

The Dynamite Core Group consists of 7 young people with SEND. The Young Inspectors team currently consists of 13 young inspectors. All of the core group members are also young inspectors.

Our **Young Inspectors** inspect different Local Offer services, reviewing both the service and the entry on the Local Offer.

Reports from these inspections are fed back to services, to Portsmouth City Council's SEND board, and, where relevant, other strategic meetings (for example Young Inspectors reports on colleges are fed into the college leads meetings)

This year Young Inspectors Local Offer inspections included:

- CAMHS-LD
- Ready2Shine
- Specialist Dental Services
- Children's Therapies
- Inter-activ (part of EnableAbility)

In addition to the Young Inspectors work Dynamite have also been involved in the following projects:

### New Local Offer Website

Dynamite involved young people in the procurement process for the website developers and have supported young people to attend regular meetings with developers and other stakeholders.

Dynamite fed back to students at Highbury College who had given their views on the website in the previous year.

Dynamite Core Group discussed the criteria for auditing the PFA section of the Local Offer, this was fed into the Preparing for Adulthood Board.

### Easy Read Guides

Dynamite Co-produced easy read guides to Commissioning and Neurodiversity for the Local Offer Website.

## Local Offer Website Redesign 2020

In 2019 a review of the Portsmouth Local Offer website was undertaken. We consulted with local groups and colleges, and gathered the views of parent carers, Young People and professionals.

Following the review, it was agreed that undertaking a complete re-design and re-build was the best course of action to improve the Local Offer and address the issues raised.

In January 2020 the new Local Offer website was launched. There has been a very positive response to the new look site particularly in relation to the addition of some new features, including:

- **A new easy to access Document Hub.** All of the key forms and paperwork are now stored in one easy to access place. It is a 2 click pathway to reach and download these documents. This has swiftly become one of the most used areas of the new website.
- **New look friendly website branding and graphics.** The new characters are representative of a wide range of both visible and hidden special educational needs and disabilities. Feedback on the colours and friendly nature of the new look has been extremely positive.
- **An easy to use Information Hub.** There have been significant improvements on the search methods built into the local offer website. The search facility can now be filtered into types of information and also into key areas such as age or theme. People can choose to look for services specifically or more generalised information by clicking on to the tabs. There are also suggested links and FAQs embedded into most pages.
- **Designated Events and News areas which are also featured on the home page.** The events page lists local area events in chronological order and there is also a filtering system to make it easier for parents, carers and young people to find SEND related activities and events for each month. The news page also draws the website visitor's attention to any important news and announcements both locally and nationally.
- **A new interactive feedback facility on every page.** Website users can opt to give a rating on the quality and content of each page by selecting a facial representation of their views. There is also the option of providing more detailed feedback by typing in the content box. This feedback is then sent directly to the Local Offer Officer who is able to respond to the feedback provider and ensure

any comments relating to services is subsequently fed back to SEND commissioning officers and service providers.

- **Specific website areas for parent carers, young people and professionals.** Of course we try to ensure all areas of the website are as accessible to all people using the website as possible. As part of the redesign research it was requested that the site be split into those three areas and we have successfully achieved this. Each area has its own colour code that users can easily identify the audience each individual page is targeting. To improve accessibility we have also introduced more pictures and videos and this will continue to develop further as we focus on phase 2 of the website which concentrates specifically on the young people's area.

The development of the Local Offer will continue to be a focus across the coming year, in particular the Young People's section. We will also be focusing on increasing the awareness raising of the website through multiple avenues including social media, press and paper based publications and SEND service providers.

## SEND Local Area Inspection

Between 1 July 2019 and 5 July 2019, Ofsted and the Care Quality Commission (CQC), conducted a joint inspection of the local area of Portsmouth to judge the effectiveness of the area in implementing the disability and special educational needs reforms as set out in the Children and Families Act 2014.

The inspection was led by one of Her Majesty's Inspectors from Ofsted, with a team of inspectors including an Ofsted Inspector and a Children's Services Inspector from the CQC.

The findings of the SEND inspection were published in September 2020 and it is important to acknowledge they are in relation to the old Local Offer website. Identified key points relating to the Local Offer and Participation were as follows:

- Co-production (a way of working where children and young people, families and those that provide services work together to make a decision or create a service which works for them all) is being developed well in the local area. There are many examples of co-production informing both strategic and operational developments. The 'shaping better futures together' co-production group is well organised and has a secure understanding of what it wants to achieve. Coproduction with young people is successfully promoted through the young people's 'Dynamite' group.

- Children and young people with SEND and their parents and carers, particularly those whose individual circumstances make them additionally vulnerable, receive helpful support from services in the local area. For example, there are groups supporting parents who speak English as an additional language and one for military families. Practitioners work proactively to provide families with useful help and advice.
- Parents, carers and young people sometimes find it difficult to get the right information, help and advice. The local offer is being re-designed in co-production with parents and young people to make it easier to navigate. Young people are helping leaders to make it more straightforward. Currently, the information in the local offer is not accessible to everyone, because it relies too heavily on print. Furthermore, information provided for parents and young people about changes or developments to services and provision lacks sufficient clarity. As a result, parents and young people are sometimes confused or worried, because they do not know how to find things out or understand why changes are being made.
- Young people's views are important to leaders and professionals in the local area. Through the local 'Dynamite' group, young people are working in co-production to help shape improvements in services across the city. For example, 'young inspectors' visit local settings and services and make suggestions for improvements, which are then implemented. Improved arrangements for the way that disability bus passes are used are a direct result of the work of the Dynamite' group. The group is helping to develop valuable skills in its young members, who are improving outcomes for themselves and others.
- Many parents told inspectors that they find it hard to access the information, support and advice that they need. Several parents have not heard of the local offer, others who have tried to use it have not found the website easy to navigate. Some parents of young people over the age of 18 have found it particularly difficult to find information about health services and employment opportunities, including supported internships and apprenticeships (*This feedback relates to the old Local Offer website*).

Feedback from the SEND inspection has been used to influence the development of the new Local Offer website. We will continue to build on these areas as we implement phase 2 of the development and implementation of the redesign in continued co-production with parents, carers and young people.

In January 2020, the Annual SEND consultation was undertaken, to better understand if the services are meeting the needs of users. The aim of this consultation was to help develop and shape future services to ensure they work best for the end users; the children and young people with SEND and their parents and carers. 286 parent carers and young people submitted a response.

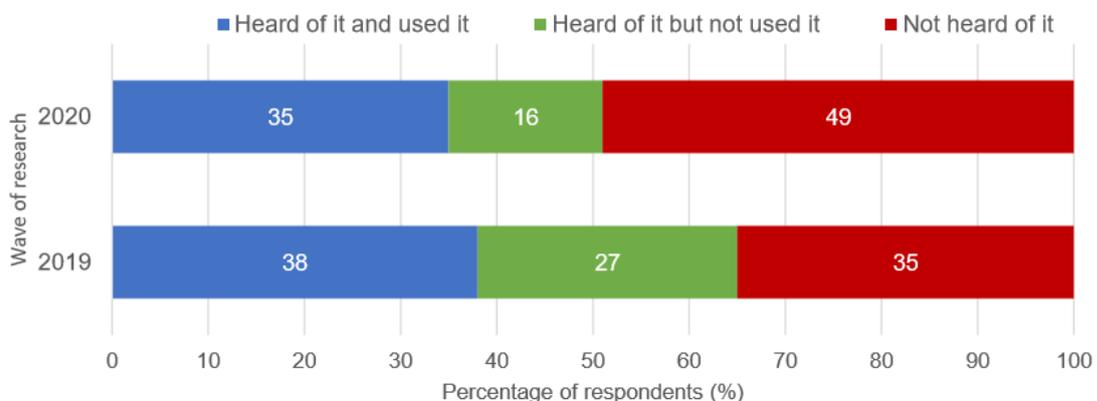
It was positive to find that 80% of parent carers felt their views are listened to (either fully or partially) by those who are supporting their child.

### Key Local Offer Survey findings

The consultation explored awareness of the website and asked respondents about their experiences with using the Local Offer website. The findings are as follows:

- The proportion of parents/ carers aware of the Local Offer website has dropped by 14 percentage points since last year to 51%. This means that just under half (49%) of parents and carers in the consultation sample in 2020 have not heard of the Local Offer website, compared to just over a third last year (35%). These results highlight the need to increase awareness of the Local Offer website, particularly as awareness has dropped so significantly year-on-year. In terms of activity once parents/ carers have found the website, the majority of those visiting are using it to find out about services available to support them, their child/ young person or family. This year there are far fewer respondents who had heard about the website but not used it (16% compared to 27% last year) - call to action has improved year-on-year.

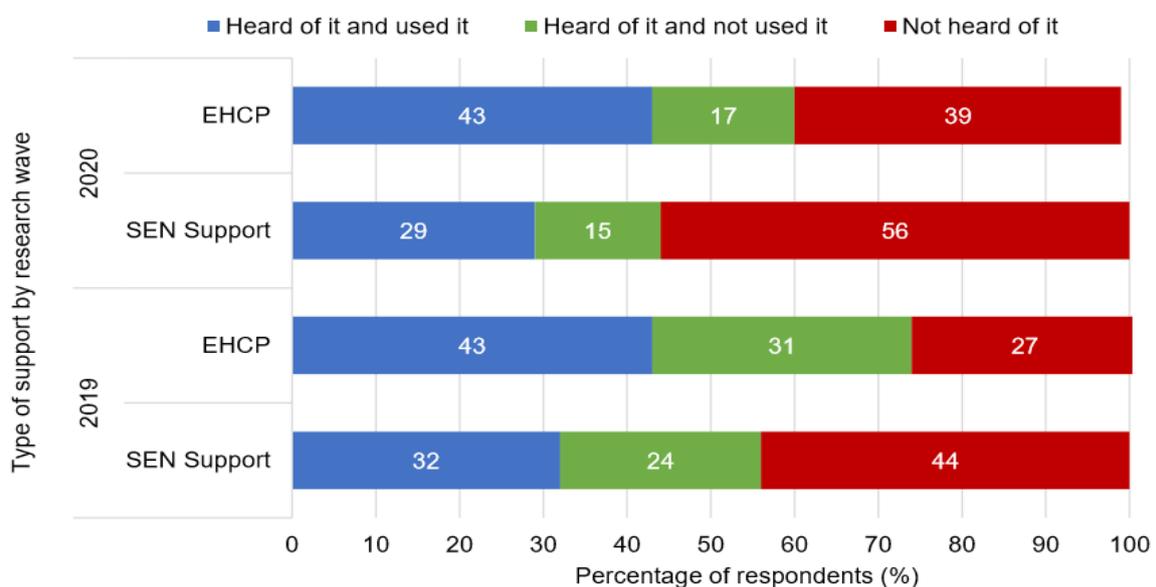
**Figure 20: Respondents by awareness and usage of Local Offer website by research wave**



Base: 2020 sample (219) | 2019 sample (383)

- Respondents with children/young people that have an EHCP are far more likely to be aware of the Local Offer website than those receiving SEN support. In 2020 awareness amongst those that have an EHCP was lower than it was last year with the same group (60% compared to 74% last year), however that is in line with the total sample trend of an overall lower awareness level this year. Usage levels amongst those with an EHCP are the same year-on-year; 43% have used the Local Offer website. Again when looking at children/ young people receiving SEN support, awareness levels are lower year on year (a difference of 12 percentage points), usage levels amongst this group have dropped slightly from 32% in 2019 to 29% in 2020.

**Figure 21: Respondents by awareness of the Local Offer website and type of support, by year**

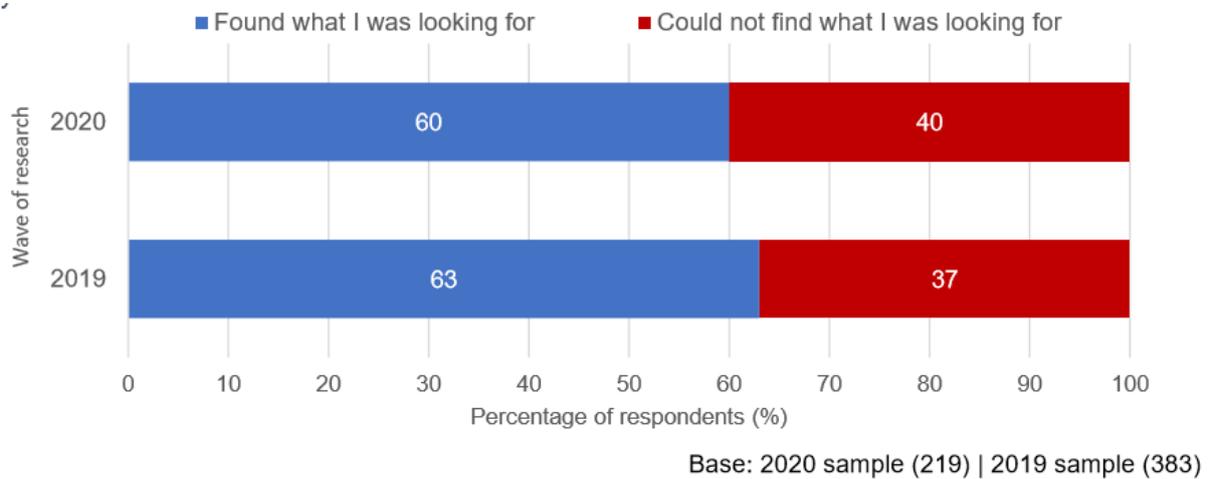


Base: 2020: EHCP (127) | SEN Support (62) | 2019: EHCP (209) | SEN Support (109)

- Respondents who were aware of the website were next asked how they heard about the Local Offer website - see Figure 22. A third of this cohort had heard about the website through a support group, service or organisation; Portsmouth Parent Voice stood out - they play a key role in raising awareness amongst parents and carers. The second most common response was 'schools' who are helping signpost parents/ carers to the Local Offer website, followed by 'online' and 'friends/ parents'. Health and education professionals were amongst the least most popular responses.

- A follow-up question to users of the Local Offer website asked if they found what they were looking for, of which a majority of respondents (66%) selected that they did compared to 40% of respondents that did not - see Figure 23. Year-on-year figures are similar although performance has dropped slightly in 2020 with 40% not being able to find what they wanted compared to 37% last year. Again these results reveal an opportunity to improve the usability of the website to help people find what they want more easily.

**Figure 23: Respondents by whether they found what they were looking for on the Local Offer website, by year**



## Covid-19 Pandemic Response

Between March and September 2020, a great deal of time was dedicated to ensuring the Local Offer website was adjusted and updated to support families through the Covid-19 pandemic. The sudden and unexpected change in the delivery of education across Portsmouth City meant we had to swiftly develop an identifiable area on the Local Offer website for parents, carers and young people to easily find information and support.

The Covid- 19 area was developed in co-production with our parent carers and young people using virtual technologies and web based communication.

The Coronavirus area of the Local Offer was given a prominent spot on the home page so that visitors could follow a 1 click pathway. Information was divided into key areas and frequently asked questions were added to each section.

A dedicated area to publish links to government advice and guidance relating to SEND was also included, this allowed us to publish information released by central government in a timely manner.

We also wrote to local area service providers to ensure we had up to date information on how they were operating during the pandemic. As services were adjusted, closed and even created, we worked hard to ensure the Local Offer content was kept up to date and as accurate as possible.

Links to national organisations and a directory of useful web resources was also published in order to better help parent carers manage their children's learning at home, where they were not able to attend an education setting.

As the Covid-19 pandemic response continues to evolve, the development of this area of the website will be ongoing and remain a focus as we move into the next academic year.

## The Past Year What Have We Done?

Over the past year we have continued to embed our 'You Said, We Did' reporting tool. Portsmouth Parent Voice, in collaboration with Portsmouth City Council, produce a 'What's Trending' report on a monthly basis which is reported to the SEND Board. This information forms the basis of the topics covered in the You Said, We Did document which is then regularly published on the Local Offer. It provides an opportunity to highlight what issues parents, young people and professionals have been raising and to respond appropriately. Below are some of the issues raised through this process and other feedback routes.

You said	We did
<p><b><u>Support, services and social groups for autistic teenagers</u></b></p> <p><b>You told us that:</b></p> <p>Your teenager had recently been diagnosed with ASD and you wanted to find out what services are available in the Local Area and how you would you access them? You were particularly interested in social activities for your teenager.</p>	<p><b>We have ....</b></p> <p>Included on our website the Autism First Steps guide to finding services in Portsmouth. This explains the routes to assessment as well as information on local area services who can provide support once your child or young person has been given a diagnoses.  <a href="https://portsmouthlocaloffer.org/information/first-steps-to-autism-guides/">https://portsmouthlocaloffer.org/information/first-steps-to-autism-guides/</a></p> <p>For social groups we shared information on our local provider Enable Ability who run regular activities for autistic teenagers.  <a href="https://portsmouthlocaloffer.org/events/enable-ability-autism-support-young-adults-club-2/">https://portsmouthlocaloffer.org/events/enable-ability-autism-support-young-adults-club-2/</a></p> <p>You can also get in touch with our Young People's group Dynamite who hold regular pizza nights!  <a href="https://portsmouthlocaloffer.org/services/dynamite-the-voice-of-young-people-in-portsmouth-with-a-disability-or-special-educational-need/">https://portsmouthlocaloffer.org/services/dynamite-the-voice-of-young-people-in-portsmouth-with-a-disability-or-special-educational-need/</a></p>
<p><b><u>Getting information put on the Local Offer website</u></b></p> <p><b>You told us that:</b></p> <p>You would like to include information on your holiday club on the Local Offer website and wanted to know how your service could be added.</p>	<p><b>We have...</b></p> <p>Provided you with information on how to get entries submitted to the website.</p> <p>We asked if you could send us the content you would like adding to the website and explained that we needed to know the following; contact details, costs, any eligibility criteria, times and dates.</p> <p>You can send this information directly to the Local Offer Officer using the following email address:  <a href="mailto:portsmouthlocaloffer@portsmouthcc.gov.uk">portsmouthlocaloffer@portsmouthcc.gov.uk</a></p> <p>We try to ensure that all new content is uploaded to the website within 5 working days where possible.</p>
<p><b><u>Portsmouth Deaf Club</u></b></p>	

<p><b>You told us that...</b></p> <p>You couldn't find information on the Local Offer website for Portsmouth Deaf Club organised by Portsmouth Deaf Association.</p>	<p><b>We have...</b></p> <p>Added this information to the Local Offer website and ensured that all of our search tags include deaf club as well as deaf association.</p> <p><a href="https://portsmouthlocaloffer.org/services/portsmouth-deaf-club/">https://portsmouthlocaloffer.org/services/portsmouth-deaf-club/</a></p>
<p><b><u>Ready2Shine</u></b></p> <p><b>You told us that...</b></p> <p>You could not find information on Ready2Shine on the Local Offer website.</p>	<p><b>We have...</b></p> <p>Now included the information on Ready2Shine on the Local Offer website.</p> <p><a href="https://portsmouthlocaloffer.org/services/ready2shine/">https://portsmouthlocaloffer.org/services/ready2shine/</a></p>
<p><b><u>Applying for an EHCP</u></b></p> <p><b>You told us that...</b></p> <p>You wanted to get started with an EHCP application? How do you make contact? Who do you contact?</p>	<p><b>We have...</b></p> <p>Provided information on requesting an EHC needs Assessment. This is the first part of the process to getting an Education Health and Care Plan. We shared information from the Local Offer EHCP page and the document hub that explains how you can request an EHC needs assessment as a parent carer.</p> <p><a href="https://portsmouthlocaloffer.org/information/education-health-and-care-plans-ehcp/">https://portsmouthlocaloffer.org/information/education-health-and-care-plans-ehcp/</a></p> <p><a href="https://portsmouthlocaloffer.org/document-hub/">https://portsmouthlocaloffer.org/document-hub/</a></p> <p>We also passed your contact details on to our SEN assessment team who then spoke to you directly and supported you to make the request.</p>
<p><b><u>Parenting Courses</u></b></p> <p><b>You told us that...</b></p> <p>You were looking for information on parenting courses in Portsmouth and</p>	<p><b>We have...</b></p> <p>Created a specific area on the Local Offer for parenting courses and training. We also regularly update our events page to highlight any upcoming parenting courses. We have also increased the number of tag words on this page to make it easier to find from the search facility.</p>

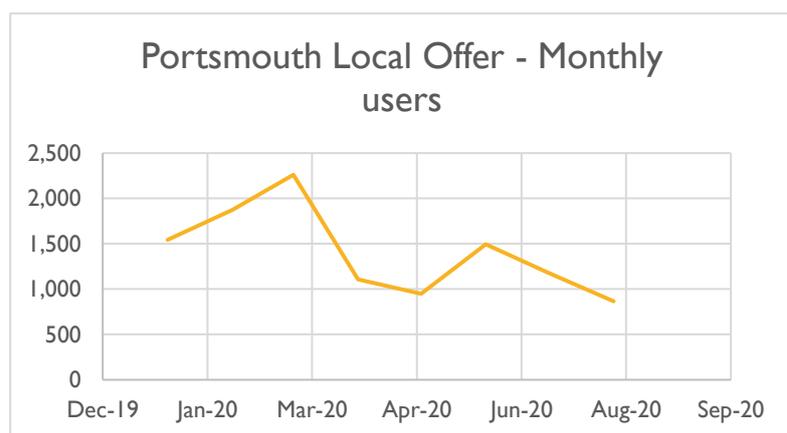
having difficulty finding this.	<a href="https://portsmouthlocaloffer.org/information/support-for-parent-carers-courses-and-training/">https://portsmouthlocaloffer.org/information/support-for-parent-carers-courses-and-training/</a>
<p><b><u>Annual Review Paperwork</u></b></p> <p><b>You told us that...</b></p> <p>You could not find the " My views" paperwork in the Document Hub.</p>	<p><b>We have...</b></p> <p>Added this document to the document hub and shared the link with you.</p>

## Local Offer Web statistics January to August 2020

Entries on the Portsmouth Local Offer have steadily increased over the past year, and the website now has 530 entries.

Previously we have used year on year visitor statistics to compare usage rates. However this year due to the redesign it is not possible to do a fair comparison due to the Local Offer operating across 2 different sites within the year. Instead we have gathered web visitor statistics from the Launch date of the new website to August 2020.

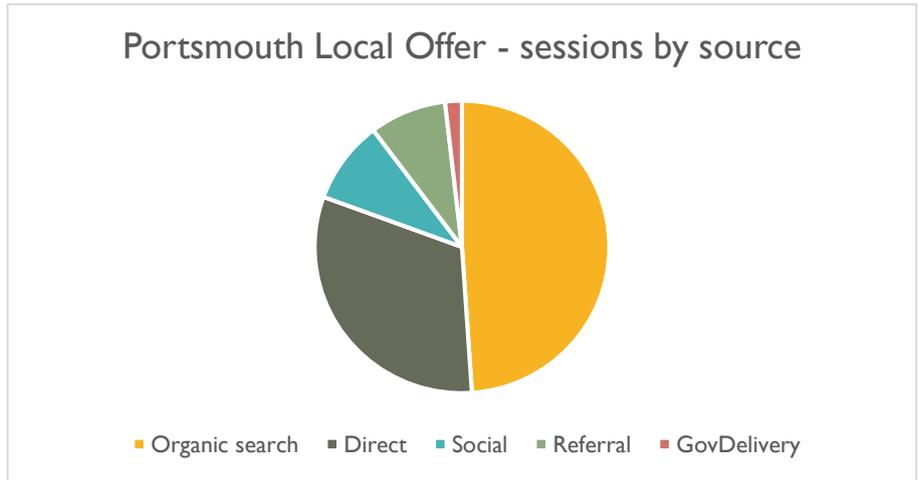
Month	Users
Jan-20	1,542
Feb-20	1,875
Mar-20	2,261
Apr-20	1,106
May-20	949
Jun-20	1,493
Jul-20	1,179
Aug-20	866



There was a drop from March onwards as a result of coronavirus, although there was a slight resurgence in users around June. August, however, represents a low-point for the number of users to Local Offer site.

The next set of data shows the breakdown of sessions on the website by traffic source:

Source	Sessions
Organic search	7,302
Direct	4,724
Social	1,366
Referral	1,260
GovDelivery	275



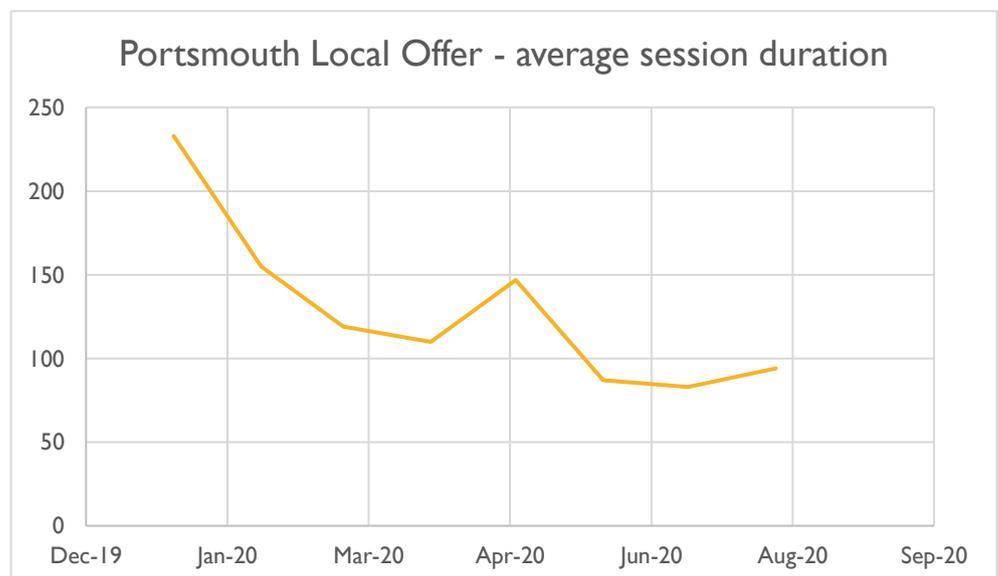
Search provides roughly half of all the traffic, with social media and referral traffic also contributing well. In comparison to the PCC website, LO experiences a proportionally higher amount of direct traffic (32% vs 18%) and social media traffic (9% vs 5%).

The next set of data shows the most popular pages across the website by unique page views:

Page	Unique page views
Home	6,173
Short Breaks Prepaid Card	1,825
Document Hub	1,345
SEND Survey 2020 launched	1,092
Information for Parents & Carers	868
Information	726
Education Health and Care plans	502
Information Archive	444
COVID-19 information, guidance and resources	440
Amending an EHCP	405

The final set of data shows the average session duration:

Month	Av. Time
Jan-20	03:53
Feb-20	02:35
Mar-20	01:59
Apr-20	01:50
May-20	02:27
Jun-20	01:27
Jul-20	01:23
Aug-20	01:34



The average session duration has been on a decline. The initially high session times could be viewed as users looking through what's new on the re-built website, so this is perhaps not too surprising. However, the gradually lowering time represents a trend that's likely to be partly explained by coronavirus.

#### Conclusions

The Local Offer website has unsurprisingly taken a loss of traffic due to coronavirus, but the coronavirus message on the website has still managed to draw a reasonable amount of traffic. Continued promotion of this website through social media, along with a review of content matched to monthly themes to ensure key touchpoints are still relevant, will help to bring users back and engage with them more fully.

## The Year Ahead 2020 - 2021

The following have been identified as the priorities for the coming year.

**To continue to develop the local offer as a 'one stop shop' of information for parents/carers and professionals**

**To effectively promote and publicise the local offer to parents/carers, young people and professionals using social media channels in particular.**

**To further develop the local offer as a planning tool for young people, particularly those age 18-25 years**

**To continue to monitor the Portsmouth Local Offer and respond to feedback**

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Guildhall Square  
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Date of publication: September 2020

